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ABSTRACT

For offering of services to a user, an object model of a real world object is created based on captured data on the real world object. Information linking a service to the model and identifying a type of the service is associated with the model. The model and the associated information may be provided for use in a mobile device. At a mobile device, captured data on an environment of the mobile device is evaluated to find a match to a model that is stored in the mobile device along with the associated information. When a match is found, a type of a service is determined that is linked to the matching model based on information associated with the model, and an action supporting a provision of the service to a user is caused taking account of the determined type of service.

